The Roycroft Catalog

AH

THE ROYCROFT CATALOG

of Books and Things

Made by us in our Shop at East Aurora,
Erie County, New York, U.S.A. mcmix

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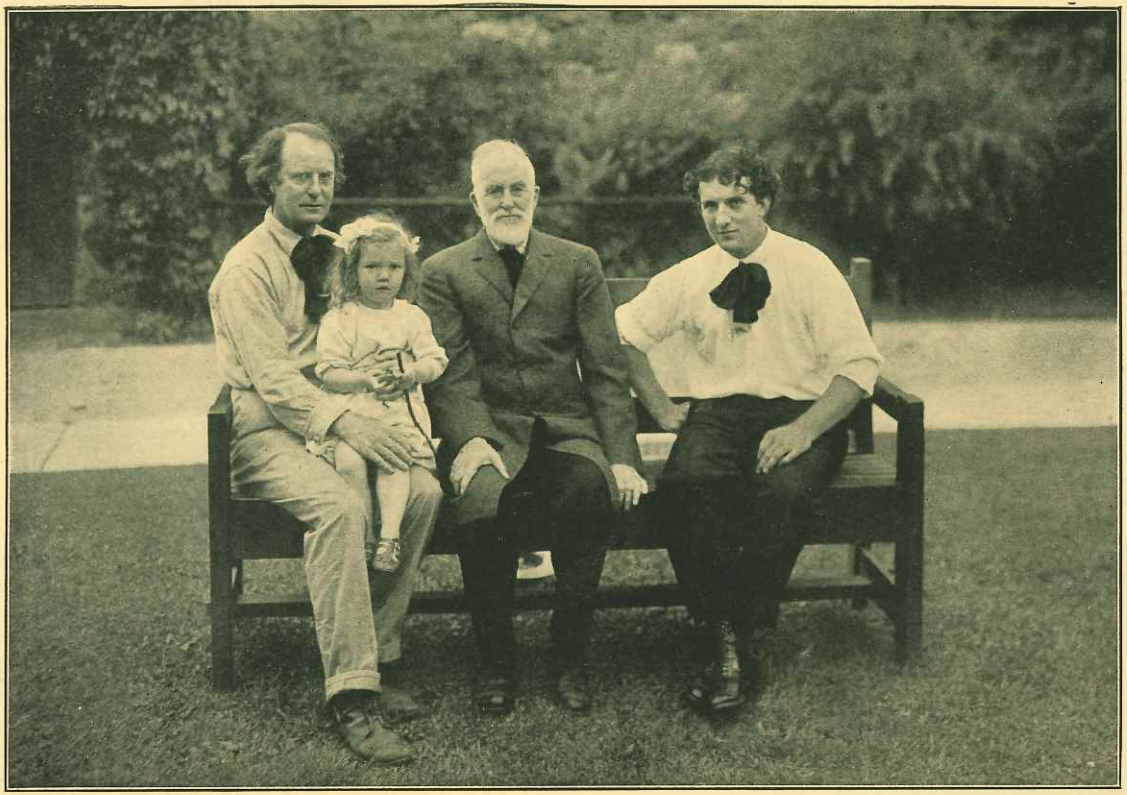
1909
By Elbert Hubbard



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Art is Man's Expression
of Joy in His Work.

PRONUNCIAMENTO

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First, people do not prize or appreciate that which they do not pay for.

Second, if we gave away the results of our thought and labor, we would have to ask Mr. J. Pierpont Morgan to endow us, in order that we might live. Thus would action and reaction be equal.

The Roycrofters do not trespass on the preserve of Weary Willie. The Roycrofters devise, invent, plan, create—work. They live in the country and have all the time there is. The result of their labor is yours—for a fair consideration.

Many of the things are peculiar and unique.

An early selection is advised.

Holiday week for us, usually, carries an undertone of bass growls and shrill falsettos from lost souls who failed to order their Roycroft goods for presents until the day before Christmas, and then expected us to get the Choice Things to them by Christmas Morning. And the moral is: Order early.

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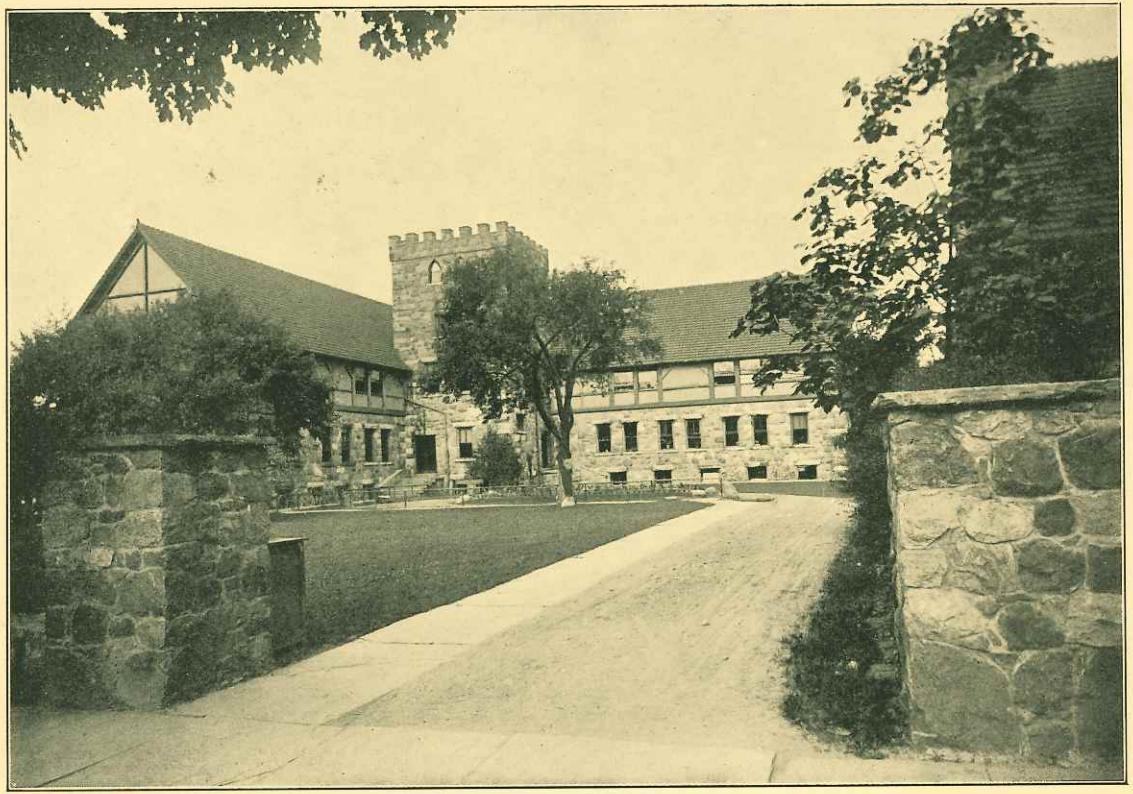

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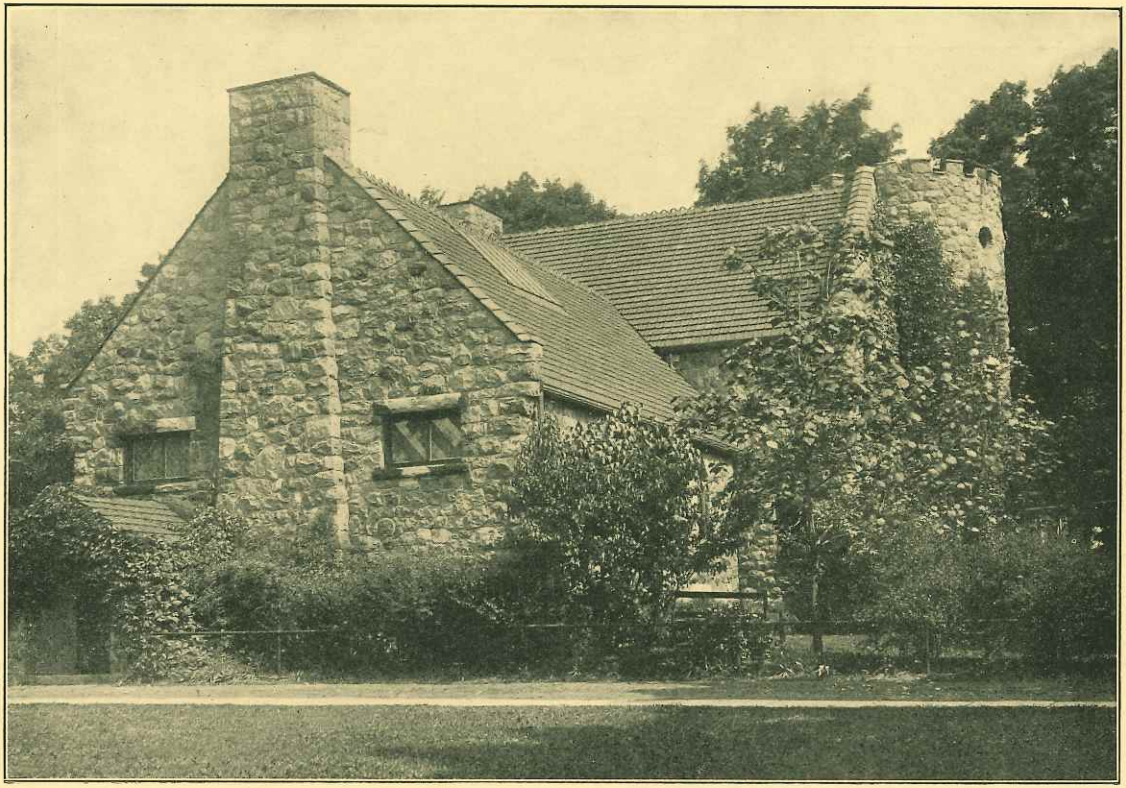

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P. S.—Not being able to get enough human hide we are using suede sheep, instead.

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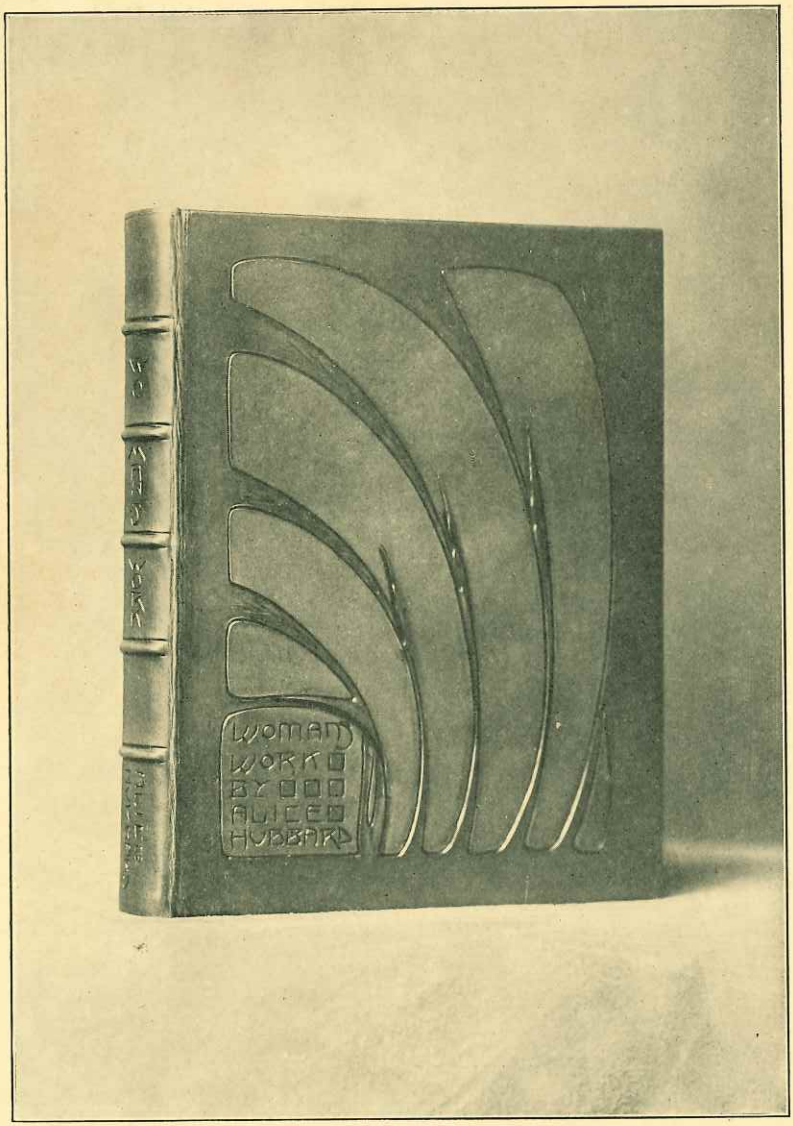

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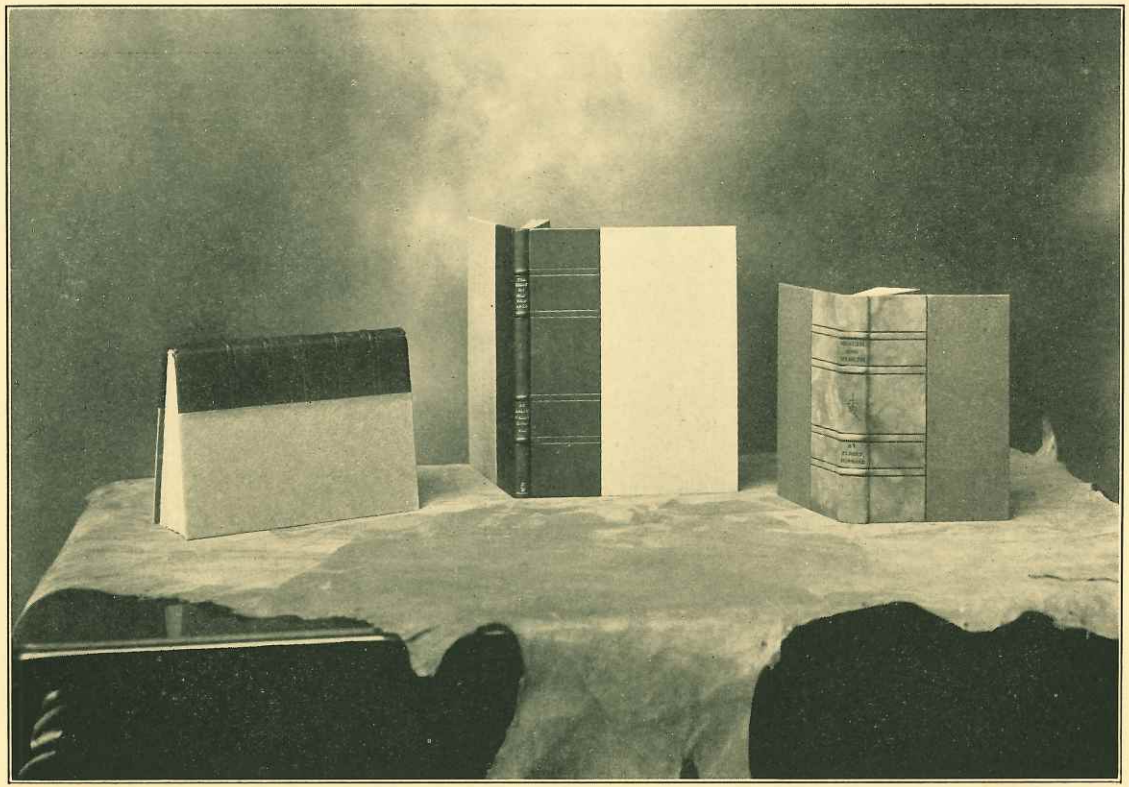

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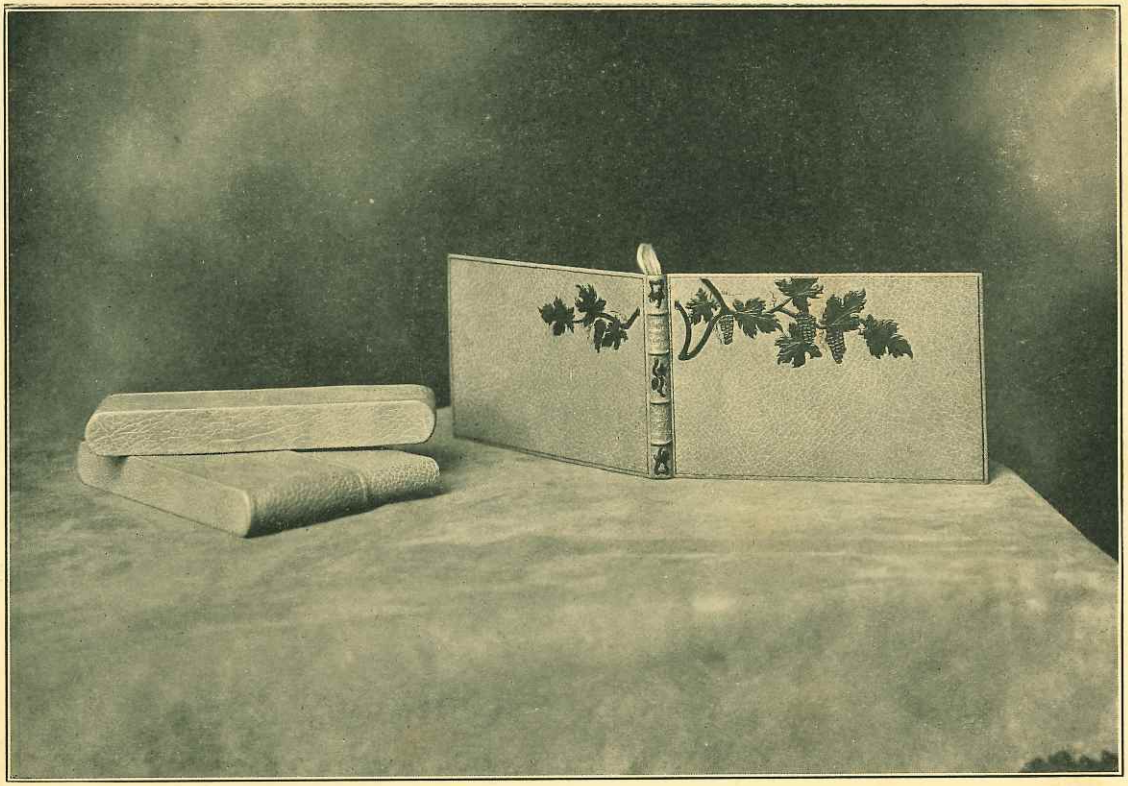

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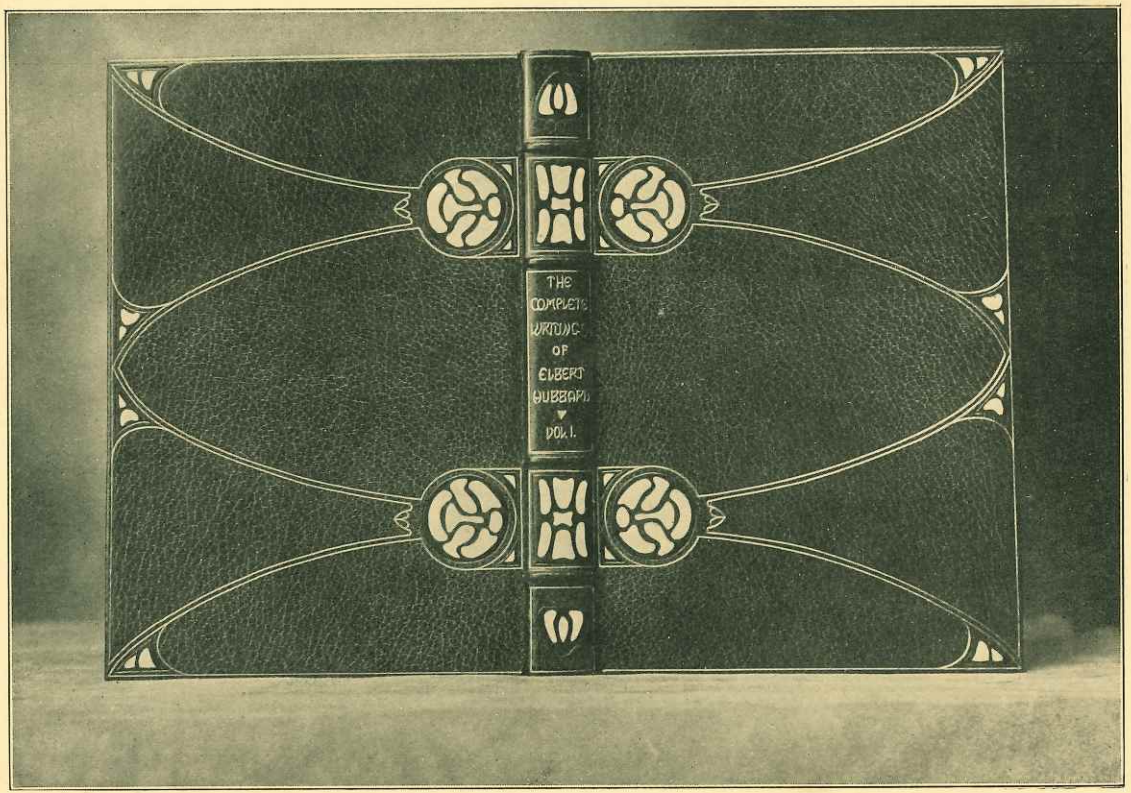

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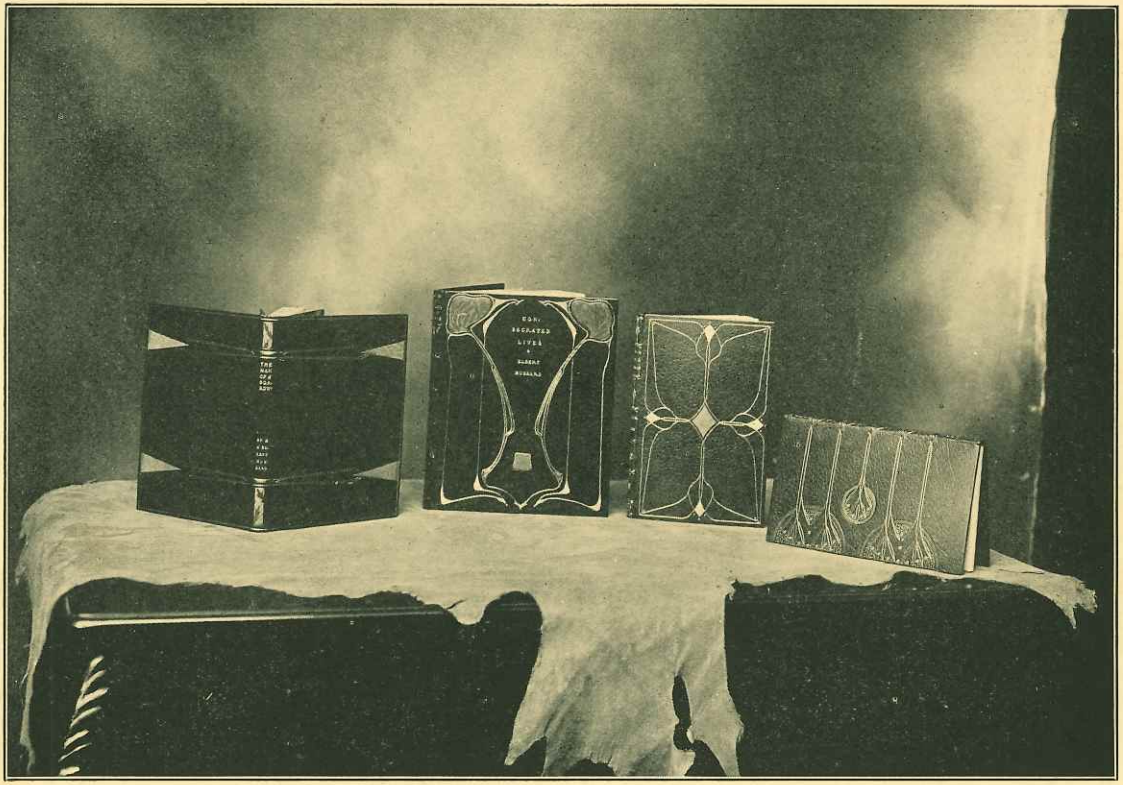

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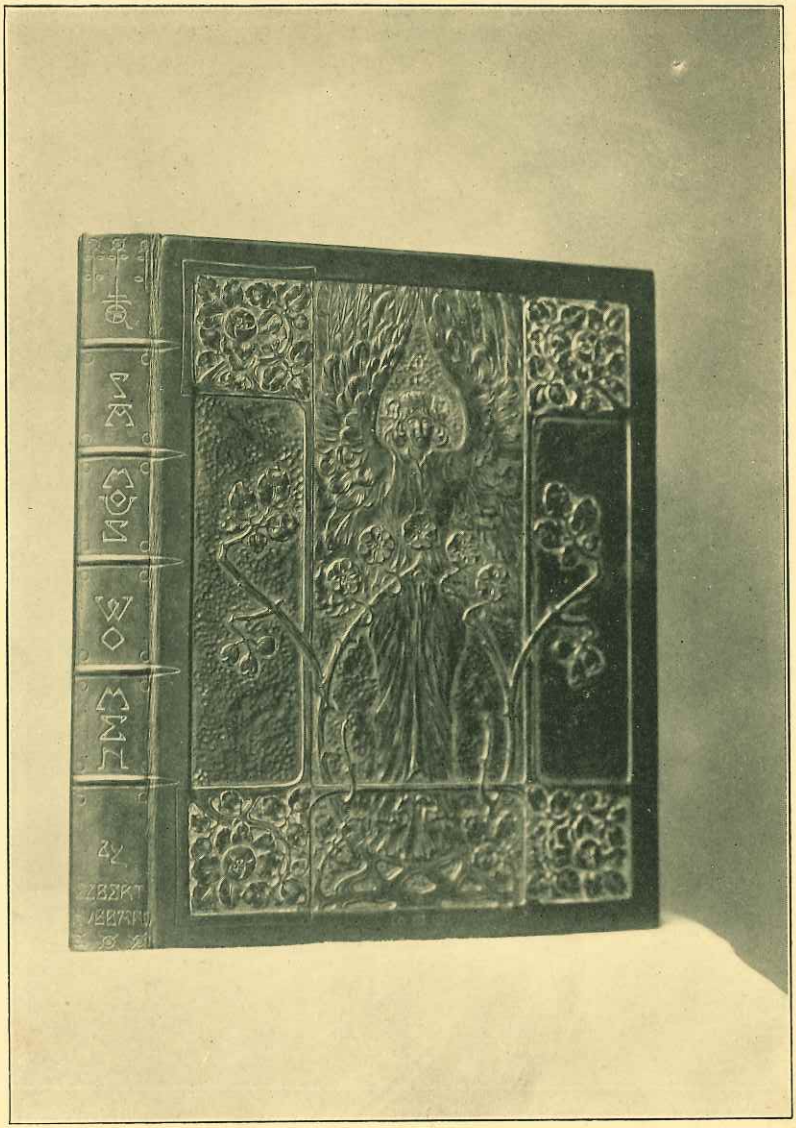

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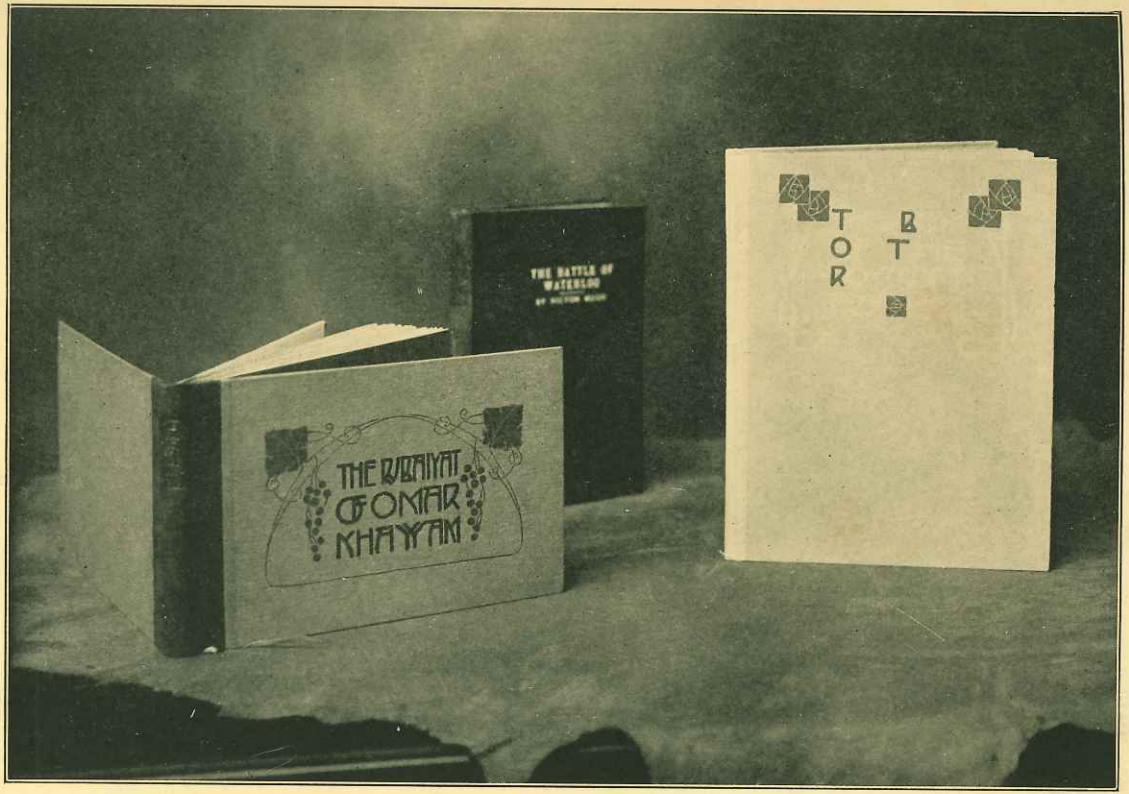

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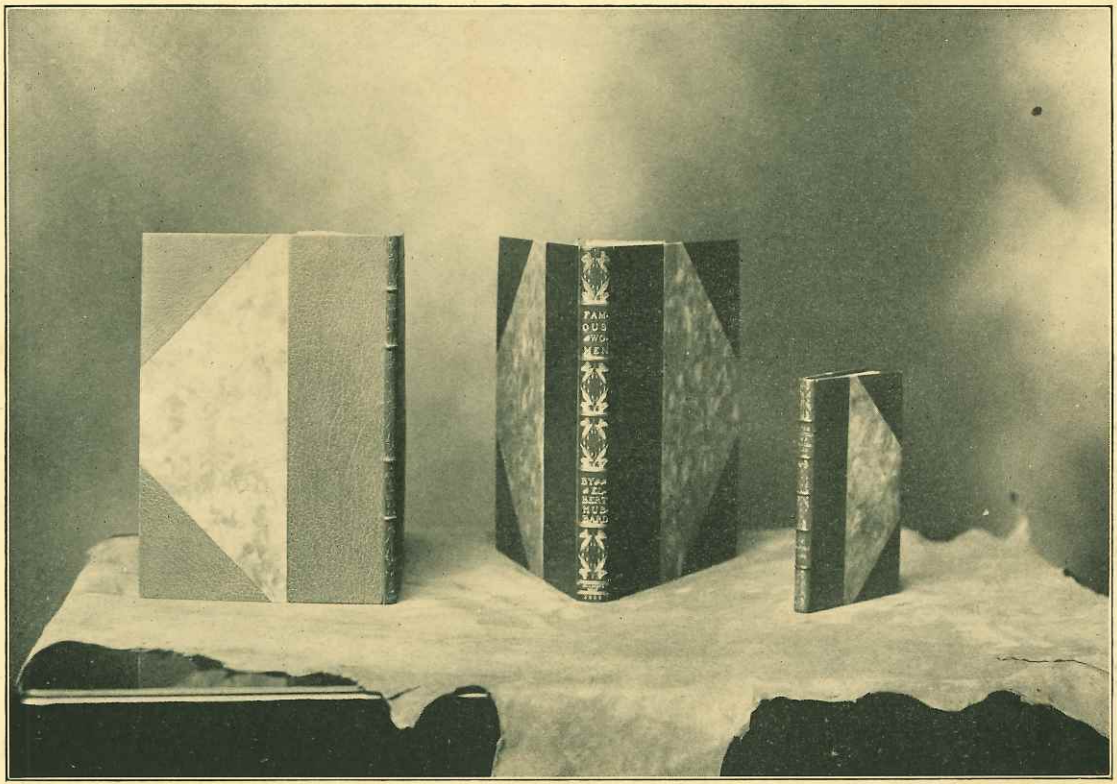

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